

Attorney Docket No. UV-174 Cont. 2

Applicants : M. Scott Reichardt et al.

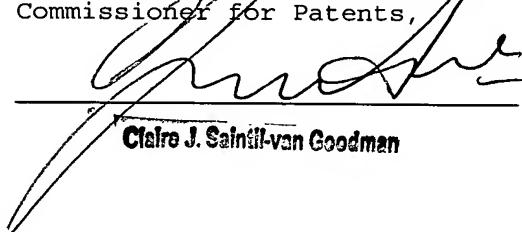
For : SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE
ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES

EXPRESS MAIL CERTIFICATION

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I hereby certify that this transmittal letter and the other papers and fees identified in this transmittal letter as being transmitted herewith are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Mail Stop Patent Application, Hon. Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


Claire J. Saintil-van Goodman

Mail Stop Patent Application
Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RULE 53(b)
CONTINUING PATENT APPLICATION

Sir:

This is a request for filing a continuation, divisional, application of pending prior Application No. 09/731,115, (Confirmation No. 9203), filed December 6, 2000.

Transmitted herewith for filing are the specification; claims; abstract; declaration; power of attorney for the above-identified patent application.

The enclosed declaration is:

- Newly executed (original or copy).
- Copy from a prior application (37 C.F.R. § 1.63(d)).
- A signed statement is attached deleting inventors named in the prior application (37 C.F.R. §§ 1.63(d)(2) and 1.33(b)).
- The entire disclosure of the prior application, from which a copy of the declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.

The prior application, Application No. 09/731,115, filed December 6, 2000, is assigned of record to United Video Properties, Inc.

Also transmitted herewith are:

29 sheets of:

- Formal drawings.
- Informal drawings. Formal drawings will be filed during the pendency of this application.

An assignment of the invention to _____.

A check in the amount of \$40.00 to cover the recording fee.

Please charge \$40.00 to Deposit Account No. 06-1075 in payment of the recording fee. A duplicate copy of this transmittal letter is transmitted herewith.

A Preliminary Amendment is enclosed.

An Application Data Sheet.

An associate power of attorney.

A certified copy of the priority document, _____, application, No. _____, filed _____.

The filing fee has been calculated as shown below:

| FOR | NUMBER FILED | NUMBER EXTRA | RATE | FEE |
|---|-----------------|-----------------|--------------|-------------------|
| <hr/> | | | | |
| BASIC FEE | | | | |
| <hr/> | | | | |
| TOTAL CLAIMS | 52 | - 20 = | 32 x \$ 18 = | \$ 576.00 |
| <hr/> | | | | |
| INDEPENDENT CLAIMS | 4 | - 3 = | 1 x \$ 84 = | \$ 84.00 |
| <hr/> | | | | |
| <input type="checkbox"/> A MULTIPLE DEPENDENT CLAIM | | | + \$280 = | \$ 0.00 |
| <hr/> | | | | |
| TOTAL | | | | \$ <u>1410.00</u> |

A check in the amount of \$1410.00 in payment of the filing fee is transmitted herewith.

The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16 in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.



Please charge \$_____ to Deposit Account No. 06-1075 in payment of the filing fee. A duplicate copy of this transmittal letter is transmitted herewith.

Respectfully submitted,

Denise Bergin

Denise Bergin

Registration No. 50,581

Attorney for Applicants

FISH & NEAVE

Customer No. 1473

1251 Avenue of the Americas

New York, New York 10020-1105

Tel.: (212) 596-9000

Fax : (212) 596-9090